

HOW DO I PARTICIPATE IN #BUMPDAY?

Every maternal death is unthinkable, but every death that could have been prevented with the proper care should be considered unacceptable. Let's stop accepting it. **Thank you for supporting expectant Moms and Moms everywhere on #BumpDay 2022!**

On Wednesday, July 20, please join our 8th annual #BumpDay – a global social media advocacy campaign that celebrates beautiful bumps and healthy pregnancies while raising urgently needed awareness about the need for better, more equitable, more accessible maternal healthcare. **Our goal: to ensure that every mom, everywhere receives the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves.**

It's more critical and more urgent than ever to ensure that all moms – regardless of their race or ethnicity, no matter where they live and what they can afford – receive the respectful, responsive, quality, comprehensive, supportive, and nurturing care they need and deserve.

#BumpDay 2022 will focus on disparities in care in the U.S. and globally. Our partner, [WhatToExpect.com](https://www.whattoexpect.com), will once again harness the reach and power of its community of over 20 million moms to engage and activate in this critical advocacy campaign. On July 20, partners and participants from around the world will join together in posting photos of their bump or a bump they love (current or past). They will also share messages of support for their mom sisters, as well as their own stories.

SOCIAL MEDIA TOOLKIT: <https://bit.ly/bumpday2022>

Participate on #BumpDay, July 20

1. On July 20, 2022, go to Twitter or Instagram and post a pregnancy photo — past or present, yours or someone you love — with #BumpDay. Include a reason why you're sharing your bump.
2. Tag three friends and ask them to share a bump.
3. Go to [whattoexpectproject.org](https://www.whattoexpectproject.org) to send an email to your elected officials urging them to support the Helping MOMS Act, which aims to increase access to lifesaving postpartum care, and the Reach Every Mother and Child Act, which aims to end preventable maternal and child deaths worldwide.

SUPPORT US BY POSTING to your social media with the hashtag: #BumpDay and tagging @whattoexpectproject and @whattoexpect

Need Some Inspiration? Post a message and/or photo with #BumpDay:

- ✓ There are vast disparities in maternal health care based on where a mom lives, her ability to pay and the color of her skin. That's unacceptable, and it's why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ All moms deserve a healthy pregnancy, a safe birth, a healthy baby and a healthy future! Share a bump photo (past or present, yours or someone you love) in support of comprehensive quality maternal healthcare for moms everywhere. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Every mom should receive the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Share a bump. Spread the word. Save a life. Share a bump photo (past or present, yours or someone you love) to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Every mother deserves a safe pregnancy. Share a bump photo (past or present, yours or someone you love) to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect

- ✓ Safe motherhood is a universal human right and that's why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ Healthy futures start with healthy beginnings. Share a bump photo (past or present, yours or someone you love) on July 20 in support of the need for better, more equitable, more accessible maternal healthcare for all moms. #BumpDay @whattoexpectproject @whattoexpect

Share a Stat:

- 2.2 million women live in maternity care deserts. *On Toolkit Graphic*
- Black, American Indian, and Alaska Native women are up to 3x more likely to die of pregnancy-related causes than white women. This is unacceptable. *On Toolkit Graphic*
- Black moms-to-be are more likely than white moms-to-be to have delayed first prenatal appointments. They are 3x more likely than white women to have their first prenatal appointment at 16 weeks or later. *On Toolkit Graphic*
- 1 in 4 pregnant women have felt ignored or dismissed by a maternity care provider. *On Toolkit Graphic*
- White women are 14% more likely than Black women to have their first ultrasound during the first trimester. *On Toolkit Graphic*
- Moms who use a doula are 2x less likely to have pregnancy complications. Every mom should have access to one. *On Toolkit Graphic*
- 1 in 5 births worldwide happen without a skilled birth attendant. *On Toolkit Graphic*
- Around the world, more than 800 women die from pregnancy or childbirth-related complications every day.
- Black moms face a 3x greater risk of dying from a pregnancy-related complication, American Indian/Alaska Native moms face a 2x greater risk, and rural moms living in maternity care deserts, a 1.5x greater risk.
- The U.S. maternal mortality rate is higher than in any other high-income nation in the world. The U.S. is also the only country where maternal mortality is rising.
- The risks have ticked up by 33% during the COVID-19 pandemic, widening the gaps in maternal healthcare even more for moms of color – and for the first time, Latina moms.
- Fulfilling the unmet need for family planning and providing quality maternal and newborn care would reduce maternal deaths by 73%.
- Less than half of all rural women have access to a hospital providing perinatal care located within a 30-minute drive of their home.
- Maternal deaths occurring between six weeks and one-year postpartum are 3.5x more likely among Black women than white women.
- Over 60% of maternal deaths are preventable. It is time to stop accepting the unacceptable.
- Medicaid pregnancy coverage, which pays for over 40% of all births in the U.S., expires only 60 days after childbirth, leaving many without coverage during the critical postpartum period. Research shows that more than half of all maternal deaths occur during the postpartum period. To reduce maternal mortality rates and help end preventable maternal deaths, postpartum Medicaid coverage needs to be federally expanded to at least a full year after delivery.

Please tag us so we can see and share your posts!

Include Hashtag: #BumpDay

Twitter: @WTE_Project @WhatToExpect

Instagram: @whattoexpectproject @whattoexpect

LinkedIn: @WhatToExpectProject @whattoexpect

Websites: <https://www.whattoexpectproject.org/program/bump-day/> ; www.whattoexpectproject.org/bump-day

See you on #BumpDay!